



## Mediterranean practitioners' network & capacity building for effective response to emerging security challenges

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Additional information about the project and the consortium can be found at [www.medeaproject.eu](http://www.medeaproject.eu)

### D7.4 MEDEA Brochure, posters v1

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### Abstract

The current document is the deliverable related to the development of the project brochures and posters, as part of the MEDEA dissemination and communications activities. In MEDEA there will be different versions of the brochure and the poster in order to reflect the outcomes and the advances throughout the project lifetime.

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**Statement of originality**

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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## Executive summary

The development and the use of dissemination materials is of vital importance for the MEDEA project's visibility to a broader audience. These dissemination materials are the vehicle to increase the project's visibility and are designed in a way to better communicate the project results. All these dissemination materials are the product of continuous design efforts and have received the approval of the Project Management Team (PMT). The project may introduce more dissemination materials in any case we feel that additional materials are needed to cover specific communications needs. To date, the following materials have been developed: i) brochures and ii) poster. Newsletters will be developed each project year with the scope of communicating MEDEA with relevant end-user groups and stakeholders and disseminating project results in an illustrative manner.

## Table of Contents

|                                    |    |
|------------------------------------|----|
| Executive summary .....            | 4  |
| Acronyms .....                     | 6  |
| Definitions .....                  | 7  |
| 1 Introduction .....               | 8  |
| 1.1 Structure of the document..... | 8  |
| 2 MEDEA brochures .....            | 9  |
| 3 MEDEA poster .....               | 13 |
| 4 Conclusions .....                | 15 |
| 5 References .....                 | 16 |
| 5.1 Applicable documents.....      | 16 |

## Table of Figures

|   |    |
|---|----|
| Figure 1: MEDEA brochure 1, outside layout.....           | 9  |
| Figure 2: MEDEA brochure 1, inside layout .....           | 10 |
| Figure 3: MEDEA brochure version 2, external option ..... | 11 |
| Figure 4: MEDEA brochure version 2, internal option.....  | 12 |
| Figure 5: MEDEA poster .....                              | 14 |

## Table of Tables

|   |    |
|---|----|
| Table 1: Acronyms.....                  | 6  |
| Table 2: Definitions .....              | 7  |
| Table 3: Applicable Documentation ..... | 16 |

## Acronyms

Acronyms used in this document and needing a definition are included in the following table.

| Acronym | Definition                   |
|---------|------------------------------|
| CoP     | Community of Practitioners   |
| LEA     | Low Enforcement Agencies     |
| NGO     | Non-Government Organisations |

## Definitions

Concepts and terms used in this document and needing a definition are included in the following table (Table 2).

| Concept / Term | Definition  |
|----------------|---|
| Brochure       | a small book or magazine containing pictures and information about a product or service.  |
| Poster         | A poster is any piece of printed paper designed to be attached to a wall or vertical surface. Posters are designed to be both eye-catching and informative. |
|                |   |

## 1 Introduction

The DoA describes this deliverable as D7.4 MEDEA Brochure, posters v1.

The actual deliverable is a presentation of the development and launching of the MEDEA Brochure and Poster.

### 1.1 Structure of the document

This document includes the following sections:

- Section 1 - Introduction: In this section, we provide an overview of the document describing its scope.
- Section 2- MEDEA brochure: In this section, we provide more insight of the brochure. The high-resolution file is stored in the MEDEA SharePoint project repository and it is available to the whole consortium.
- Section3 – MEDEA poster: In this section, we provide more insight of the poster. The high-resolution file is stored in the MEDEA SharePoint project repository and it is available to the whole consortium.
- Section 4 – Conclusion: In this section, we conclude the document, providing information on future work.

## 2 MEDEA brochures

KEMEA and EUC cocreate the first MEDEA brochure. The first version of the brochure was created in order to outreach practitioners' networks. There was a series of meeting and conferences where members of the MEDEA network disseminated the projects objectives, scope and outline the Thematic Communities of Practitioners concept.



Figure 1: MEDEA brochure 1, outside layout

The outside/external part of brochure Figure 1 explained that MEDEA is an EU funded actions, explained what the Mediterranean Security and Research and Innovation Agenda will deliver and provided communication and contact details for the project.

The internal part of the brochure, Figure 2, explained what the MEDEA practitioners' network will try to achieve and how will try to succeed on this, what is the networks' vision and the MEDEA objectives.

The first version of the brochure supported a series of events which members of the MEDEA team were invited to participate, and their theme was relevant to one of the four MEDEA communities of practitioners.



**About MEDEA**

The Mediterranean and Black Sea region constitutes an international centre of economic and commercial development and transactions. At the same time, though, it is characterised by a very volatile and dynamically changing security environment that pose severe threats and challenges on the societies and prosperity in the wider area. The MEDEA proposal aspires to contribute to the establishment of more safe and secure societies throughout the Mediterranean and Black Sea region using research and innovation as a catalyst to promote collaboration between practitioners from diverse disciplines and countries. The MEDEA project, during its 60 months of implementation provides funding for four inter-related actions:

**Establish and Operate the MEDEA network**, which is a multi-disciplinary network of security practitioners, with active links to policy makers and users/providers of security innovations across the M&BS countries focusing in Border Protection and other Security- and Disaster-Related tasks. During the project duration, *MEDEA members will engage in activities towards maintaining its sustainability and longevity* after the financing of this project ends.

Engage participants in **anticipatory governance** on emerging security challenges that the Mediterranean and Black Sea regions would face in the coming years (present until +10 years), which concretely operationalizes the backbone of the project in a triple structure: i) understanding unsatisfactory state of play, ii) design the desirable future and iii) define a resilient pathway on how to achieve this.

Push for the “co-creation” of security technology and capabilities innovations between practitioners and innovation suppliers, which is based upon their evaluation and prioritization on multi-criteria analysis (technology, operational and cost-benefit, etc.) and also linked to **Human Development, Policy Making and Organizational Improvements** in-terms of facilitating its use by the practitioners and also suggestions for appropriate and transparent funding mechanisms, all leading to,

Establish and annually update the **Mediterranean Security Research and Innovation Agenda (MSRIA)**, that identifies areas where security & defence research is needed (including the research needs that are not covered by civilian research) and the establishment of recommendations for European Security & Defence technology investments. It will constitute the common position of the Mediterranean practitioner’s for future call for proposals from European and National funding mechanisms.

**MEDEA Vision**

In the future, the response to multiple threats in the Mediterranean and Black Sea region will have to function in an environment in which advances in technology and the evolution of society and the geopolitical situation of the region may significantly affect both the nature of threats and of the response. MEDEA’s response to this challenge is through the establishment of a network driven and operated by practitioners, whose daily jobs and concerns is to make the M&BS societies more secure and safer.

**Objectives**

- 1. Improve collaboration among institutions and actors from different disciplines**
  - Establish a Mediterranean and Black Sea network of national mandated organization
  - Strengthening operational capabilities of M&BS practitioners
  - Development and Cooperation for Transnational Security Research – Exploitation of EU research and innovation outcomes in neighbouring/adjacent third countries
- 2. Define Mediterranean and Black Sea regional security priorities, amalgamated in an annually updated Mediterranean Security Research and Innovation Agenda**
  - Assessing future and emerging threats in the Mediterranean and Black Sea
  - Provide a unified Mediterranean contribution to the National and EU Policy Makers on Upcoming Challenges to European Security
- 3. Build a scenario driven technology roadmap**
  - “Co-create security innovation”
  - Transparent evaluation of innovations and tools for uptake by practitioners

Figure 2: MEDEA brochure 1, inside layout

The second MEDEA brochure has been graphically developed by EUC with the intent to be used in various dissemination events. The layout of the Brochure is 4 A5 size pages containing information about the scope of the project, the main objectives, the consortium synthesis and the Thematic Communities of Practitioner (TCP) of the project.

### Mediterranean Security Research and Innovation Agenda (MSRIA)

MEDEA aims to establish a network of M&BS practitioners and organisations mandated to enhance societies' safety, security, and resilience. This community will define a coherent forward-looking strategy – the MSRIA – to jointly tackle emerging security challenges across technological, human, organisational and regulatory dimensions.

The MEDEA network (security mandated organizations, project members, associated experts, policy makers and users of security solutions) will use Research, Development and Innovation (RDI) as "facilitators" for enhancing the resilience of M&BS societies through:

- (i) Tackling security and societal challenges,
- (ii) Providing a link between practitioners and policy makers at national and EU level,
- (iii) Development of joint scenarios accounting for emerging threats and future horizons,
- (iv) Extensive interaction with academia and industry through a well-defined set of actions,
- (v) Boosting the region's and subsequently the EU's competitiveness through the well-known value-added effects of research collaboration.



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Mediterranean Practitioners' Network Capacity Building for Effective Response to Emerging Security Challenges



MEDEA is funded by the European Union's Horizon 2020 Research and Innovation Framework Programme under grant agreement no 787111

Figure 3: MEDEA brochure version 2, external option

There were no changes in the outside part of the second version of the brochure. The changes performed in the second version (Figure 4) concerned the information, the objectives and the TCP activities. The artistic representation of the TCP objectives was redesigned.

**About MEDEA**

The Mediterranean and Black Sea (M&BS) region constitutes an international centre of economic and commercial development and transactions. At the same time, though, it is characterised by a very volatile and dynamically changing security environment that poses significant threats and challenges to the societies and the prosperity of the wider area. The MEDEA network aspires to contribute to the establishment of safer and more secure societies throughout the Mediterranean and Black Sea region using R&D and innovation as a catalyst to promote collaboration between practitioners from diverse disciplines and countries. The MEDEA project, will provide networking opportunities over its 60 months implementation focusing to the next four interrelated actions:

1. Establishment and Operation of the MEDEA network, a multi-disciplinary network of security practitioners, with active links to policy makers, users and providers of security innovations across the M&BS countries
2. Engagement of participants in anticipatory governance of emerging security challenges that the Mediterranean and Black Sea regions are expected to face over the next 10 years
3. Supporting the "co-creation" of security technology and capability innovations by both practitioners and innovation suppliers, on the basis of their evaluation and prioritization through multi-criteria analysis (technology, operational and cost-benefit analyses, etc.).
4. Establishment and annual update of the Mediterranean Security Research and Innovation Agenda (MSRIA), which will identify areas where security & defense research is needed (including research needs not covered by civilian research) and the development of recommendations for European Security & Defense technology investments.

**MEDEA objectives**

- Improve collaboration among institutions and actors from different countries and disciplines
- Organize thematic communities of practice in the M&BS area through cooperation for transnational security research
- Assess future and emerging threats in the region and provide National and EU policy makers with relevant input
- Build a scenario-driven technology for the analysis of RDI gaps in the security issues and investigate related capabilities using THOR (Technology-Human-Organization-Regulatory) analysis
- Establish an interactive and cooperative context for evaluating RDI for uptake by practitioners.



**Our Vision**

The Mediterranean and Black Sea region constitutes the Southern borders of Europe, and over the past decade has faced several common security challenges, including increased migration flows, cross-border crime and natural hazards (forest fires, floods and earthquakes, etc.), which have required cross-border and multi-discipline collaboration.

If you wish to join effort with the MEDEA network and cooperate as expert with one of the Thematic Communities of Practitioners you can apply at: <http://medea-project.eu>

**Thematic Communities of Practitioners (T.C.P.)**

1. Managing of migration flows and asylum seekers
  - SAR operations
  - Management and registration of asylum seeking persons
  - Improve the return process
  - Identify and dismantling human smuggling networks

TCP-1
2. Border management and surveillance
  - New surveillance technologies for Green/Blue borders
  - Identification of irregular crossing points/Clandestine entries
  - Faster/more accurate checks—Fraudulent documents

TCP-2
3. Fight against cross-border organized crime
  - Radicalization and newforms of terrorism
  - Smuggling of illicit drugs and weapons

TCP-3
4. Natural hazards and technological accidents
  - Wildland-urban interface, very large fires
  - Climate change and extreme climate events
  - Critical infrastructure resilience

TCP-4

Figure 4: MEDEA brochure version 2, internal option

### 3 MEDEA poster

For its proper promotion to the various events the MEDEA consortium decided the development of a metal-based Rollup Banner, sizing 2m high by 0.85cm width, which is the standardized dimension for this kind of promotional rollup banners. The MEDEA poster was graphically developed by KEMEA and contains information such as:

- The Logo of the project
- Synopsis (in motto syntax) of the project scope
- MEDEA Website address
- Graphical representation of the project Overall concept & Objectives
- Thematic Communities of Practitioner (TCP)
- The logos of the consortium partners

**MEDEA**

**MEDEA is a pilot network of security-providing authorities in the Mediterranean and Black Sea regions funded by the European Commission (2018-2023)**

**It aims at building the communities of practitioners and bring them closer with security R&D in order to strengthen security, safety, and resilience in the fields of:**

**Migration flows**  
**Border management and surveillance**  
**Cross-border terrorism and organized crime**  
**Natural hazards and technological accidents**

**The MEDEA Network of Practitioners publishes an annual report on the Mediterranean Security Research & Innovation Agenda (MSRIA) aimed to advise policymakers and authorities in EU Member States**

**Thematic Communities of Practitioners**

|   |  |
|---|--|
| <p><b>TCP1</b></p> <p>Managing of migration flows and border control</p> <ul style="list-style-type: none"> <li>• SAR operations</li> <li>• Management and registration of asylum seeking persons</li> <li>• Improve the return process</li> <li>• Identify and dismantling human smuggling networks</li> </ul> | <p><b>TCP2</b></p> <p>Border management and surveillance</p> <ul style="list-style-type: none"> <li>• New surveillance technologies for border flow control</li> <li>• Identification of illegal crossing points/infrastructure</li> <li>• Exchange accurate border-related documents</li> </ul> |
| <p><b>TCP4</b></p> <p>Natural hazards and technological accidents</p> <ul style="list-style-type: none"> <li>• Maritime urban interfaces, very large flows</li> <li>• Climate change and extreme climate events</li> <li>• Critical infrastructure resilience</li> </ul>  | <p><b>TCP3</b></p> <p>Fight against cross-border organized crime</p> <ul style="list-style-type: none"> <li>• Exploitation and evolution of networks</li> <li>• Smuggling of high drugs and weapons</li> </ul>   |

[www.medeaproject.eu](http://www.medeaproject.eu)

**Objectives**

**Build** a scenario-driven technology solution roadmap

**Define** Mediterranean and Black Sea regional security priorities EU Policy Makers on emerging challenges to European Security

**Improve** collaboration among security institutions and actors from different disciplines

**Partners**

MEDEA is funded by the European Union's Horizon 2020 - Research and Innovation Framework Programme, under grant agreement no 787111

Figure 5: MEDEA poster

## 4 Conclusions

Dissemination materials for a research project require right tools and resources. More than this, they require an easy access and key points of the project results. Under such a rationale, both the MEDEA brochure and the poster follow well accepted standards related to the dissemination material design and presentation.

Two additional versions of the MEDEA brochure and the poster will be designed, following the project outcomes, in November 2020 and September 2021.

## 5 References

### 5.1 Applicable documents

The following documents, of the exact issue shown, form part of this document to the extent specified herein. Applicable documents are those referenced in the Grant Agreement or approved by the Approval Authority. They are referenced in this document in the form [AD.X]:

| Ref    | Title | Version | Date       |
|--------|-------|---------|------------|
| [AD.1] | DoA   |         | 12/06/2018 |